

EXECUTIVE SECRETARIAT
ROUTING SLIP

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Remarks

STAT

Executive Secretary

6 Sep 85

Date

3637 (10-81)

Container
Corporation
of America

General Offices

One First National Plaza
Chicago, Illinois 60603

Phone: 312-580-5500

Executive Registry

85- 3418

August 30, 1985

Mr. William Casey
Central Intelligence Agency
Washington, D.C. 20505

Dear Mr. Casey:

In October of this year, Container Corporation of America will formally present its corporate advertising art collection, including the "Great Ideas" art, to the Smithsonian Institution's National Museum of American Art. The art collection is unique in the United States and the world since CCA pioneered the concept of incorporating art into its advertising and image-building campaign. The collection is comprised of 311 pieces, most of which were commissioned to depict specific quotes from philosophers and statespeople.

You will receive an invitation from the Smithsonian Institution late in September to attend the reception that CCA is hosting to celebrate the gift and the exhibit opening. The exhibit at the Smithsonian runs from October 23, 1985 to January 19, 1986.

In the meantime, I hope you will put the date on your calendar, as CCA would be honored to have you attend the reception on Wednesday, October 23 from 6:30 to 8:30 p.m.

Thank you.

Sincerely,

Catherine Bertini
Manager, Public Policy

att. - Great Ideas Reprint

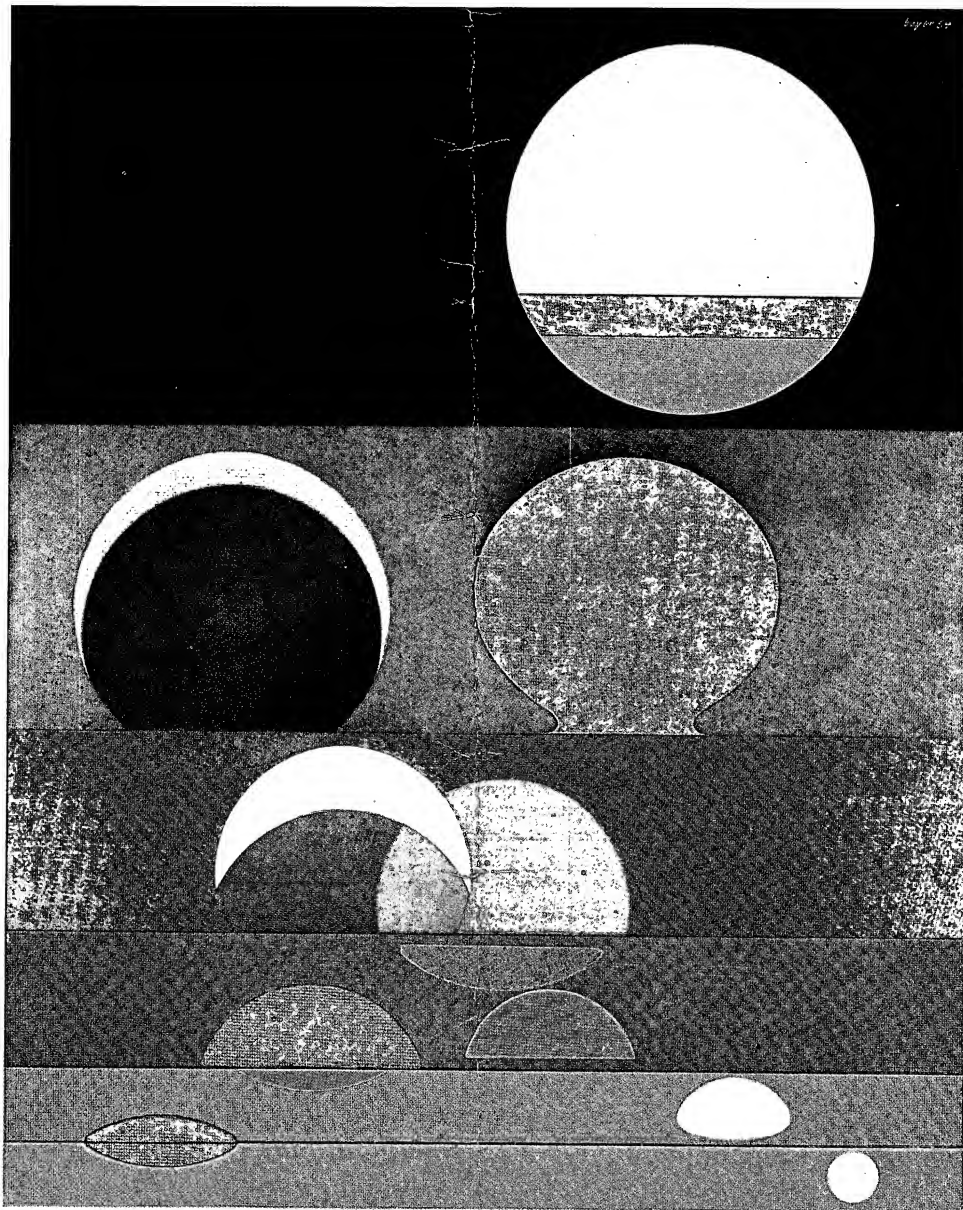


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The art of progress is to preserve order amid change and to preserve change amid order

Alfred North Whitehead, 1861-1947

artist: herbert bayer



Great Ideas one of a series



Container Corporation of America